

JOB FAMILIES ~ Customer Services

Job Title: Seafront Operations Manager (Career grade)

Level descriptor – JM1

<p>Role purpose: Expected to undertake specialist or technical assessments/activities and make decisions to manage the seafronts as appropriate in the North Somerset area, using skills that would have been usually gained through academic or professional qualifications and practical experience. Typically, roles at this level deliver a specific service, are part of a collaborative team responsible for professional activities within an overall service and contribute to specific service developments</p>	
<p>Typical activities</p>	<p>Knowledge, skills & experience</p>
<p>Contribute to the overall strategic business plan for seafronts across North Somerset Council area to support the priorities for quality places and visitor destinations.</p> <p>Manage the safe operation of the seafront and beach areas through the seafront rangers', and welcomers' teams to ensure public safety, cleanliness of areas and respond to environmental risks.</p> <p>Secure concessions and attractions to operate from the seafronts in compliance with letting and lease arrangements, to maximise income streams and increase visitor footfall in the locality.</p> <p>Operate the car parking arrangements for Weston seafront to maximise revenue in support of seafront parking facilities.</p> <p>Devise and recommend an annual maintenance programme for the seafronts for repairs and improvements within the agreed budgets.</p> <p>Working with D&E service accountants and LSE managers to set, monitor and report on identified seafront budgets.</p> <p>Take a lead role in developing a range of specific projects, including the appropriate promotional activities, with clearly identified outcomes within the agreed service plan to support increased economic activity in the area.</p> <p>Establish, develop and maintain operational relationships with businesses and special interest groups to encourage private and voluntary sector involvement and investment in concessions and seafront areas.</p>	<p>Vocational qualification at least at NQF level 5 or equivalent experience relevant to the service areas such as business management, contract monitoring or destination management.</p> <p>Extensive practical experience of working within contract management, giving rise to a variety of technical skills and sound understanding of the standards, legal responsibilities, work practices and processes relevant to the role.</p> <p>Proven ability to attract, engage and facilitating businesses in running concessions</p> <p>Significant experience of working within customer care areas of the service.</p> <p>A comprehensive knowledge of contract regulations, health and safety and best practices for the service area.</p> <p>Demonstrable skills in project management</p> <p>Demonstrable skills in managing staff.</p> <p>Ability to analyse designated areas of work and make decision to improve them.</p> <p>Ability to engage with businesses and contractors within the relevant and appropriate contracts.</p> <p>Ability to prepare & present information clearly and confidently</p>

<p>Give information and advice to businesses and the public about legislative requirements and standards for protection and safety. Establish & maintain appropriate links between the public and other professionals to encourage a clear understanding of each other's priorities and ways of working.</p> <p>Communicate effectively with businesses, contractors and colleagues, both verbally and in writing, through the appropriate use of contracts and maintenance plans and other record keeping within information sharing protocols and policies.</p>	<p>Ability to manage/organise own work to meet agreed deadlines</p> <p>Understanding and recognition of professional boundaries and when to escalate matters to senior managers.</p> <p>Satisfactory enhanced DBS disclosure certificate (relevant applications and checks will be carried out before any job offer is confirmed).</p>
<p>Performance measures</p>	<p>Competencies</p>
<p>Quantifiable objectives ~ e.g. number of cases held at any one time, impact evaluation of service delivery, quality of records, court papers etc Feedback from businesses, customers, colleagues and partner agencies Key Performance Indicators (where available) Line manager assessment</p> <p>360 feedback from staff and colleagues Performance of the team</p>	<p><u>Team Working</u> ~ cooperation and flexibility, Is able to give and receive constructive criticism and solicits ideas from others <u>Service user/ outcome focused</u> ~ achievement of results through appropriate decision making, evidenced based investigations, enforcements etc <u>Problem solving & judgement</u> ~ develops solutions, makes links between identified potential issues and possible solutions, is confident in making decisions within guidelines. <u>Planning & Organising</u> ~ Prioritises work, organising work for self and others to agreed deadlines <u>Business Awareness</u> ~ Understands the contribution the role makes to the service and organisation as a whole and recognises how the actions of others impact on own role. <u>Leadership Standards</u> ~ demonstrates the behaviours set out in the council's leadership standards.</p>

Progression

Criteria for progression from JM1 to JM2 will be by managerial assessment of competence in the role including:

- Demonstrate understanding of the technical requirements of the concession and maintenance contracts, in compliance with the appropriate legislation and financial regulations.
- Demonstrate the ability to set, monitor, report and take appropriate action on team budgets
- Demonstrate the ability to communicate effectively with a range of stakeholders to de-escalate and resolve issues and the judgement of when to escalate issues to senior colleagues.

- To have been a consistent role model of best practise within the team across all service areas, sharing information and coaching others appropriately
- Successfully delivered a programme of planned maintenance and projects or defined areas within major projects.
- Demonstrate the ability to challenge and resolve performance issues.
- Demonstrate a proactive attitude to work and a willingness to take on new challenges.

Assessments will be undertaken at Appraisal times and will be moderated within the service senior management team to ensure consistency of application.

In addition, the Seafront Operations Manager at JM2 will be expected to be competent at the above and undertake the following:

Seafront Operations Manager (Career grade)

Level descriptor – JM2

<p>Role purpose: Expected to undertake specialist or technical assessments/activities and make decisions to manage the seafronts as appropriate in the North Somerset area, using skills that would have be usually gained through academic or professional qualifications and practical experience. Typically roles at this level deliver a specific service, are part of a collaborative team responsible for professional activities within an overall service and contribute to specific service developments, and have responsibility for managing resources within a team (budget and people).</p>	
<p>Typical activities</p>	<p>Knowledge, skills & experience</p>
<p>Produce a ten year business plan for seafronts across North Somerset Council area to support the priorities for quality places and visitor destinations.</p> <p>Implement the agreed maintenance programme for the seafronts for repairs and improvements within set budgets, monitoring contract and work performance as appropriate.</p> <p>Manage and develop the safe operation of the seafront and beach areas through the seafront rangers', and welcomers' teams to enhance visitor destinations and support sustainable development.</p> <p>Incorporate expansion of the use of concessions and attractions in forecasts for the business plan, to reduce revenue costs and maximise income streams.</p>	<p>Vocational qualification or experience to at least NQF level 6 or above relevant to the service areas such as business management, contract monitoring or destination management, or equivalent experience to give an in-depth level of knowledge necessary to undertake the most complex development of the service.</p> <p>Extensive practical experience of working within contract management, giving rise to a variety of technical skills and sound understanding of the financial standards, legal responsibilities, work practices and processes relevant to the role.</p> <p>Proven ability to attract, engage and facilitating businesses in running concessions</p>

<p>Ensure the car parking arrangements for Weston seafront maximise revenue for the development of seafront parking facilities.</p> <p>Working with D&E service accountants and LSE managers to set, monitor and report on budget variances in time to take appropriate action.</p> <p>Take a lead role in securing long terms leasing arrangements, including appropriate promotional activities, with clearly identified outcomes within the agreed service plan to support increased economic activity in the area.</p> <p>Establish, develop and maintain operational relationships with businesses and special interest groups to encourage private and voluntary sector involvement and investment in concessions and seafront areas.</p> <p>Give information and advice to businesses and the public about legislative requirements and standards for protection and safety. Establish & maintain appropriate links between the public and other professionals to encourage a clear understanding of each other's priorities and ways of working.</p> <p>Communicate effectively with businesses, contractors and colleagues, both verbally and in writing, through the appropriate use of contracts and maintenance plans and other record keeping within information sharing protocols and policies.</p>	<p>Significant experience of working within customer care areas of the service.</p> <p>A comprehensive knowledge of contract regulations, health and safety and best practices for the service area.</p> <p>Demonstrable skills in project management</p> <p>Demonstrable skills in managing staff.</p> <p>Ability to analyse designated areas of work and make decision to improve them.</p> <p>Ability to engage with businesses and contractors within the relevant and appropriate contracts.</p> <p>Ability to prepare & present information clearly and confidently</p> <p>A comprehensive knowledge of legislation and professional codes of practice for the service area.</p> <p>Ability to collect and collate up to date information and present findings to stakeholders as the acknowledged subject expert.</p> <p>Ability to manage/organise own work and that of colleagues to meet agreed deadlines</p> <p>Understanding of financial constraints and monitoring budgets</p> <p>Understanding and recognition of professional boundaries</p> <p>Satisfactory enhanced DBS disclosure certificate (relevant applications and checks will be carried out before any job offer is confirmed).</p>
<p>Performance measures</p>	<p>Competencies</p>
<p>Quantifiable objectives ~ e.g. number of cases held at any one time, impact evaluation of service delivery, quality of records or cases, etc Feedback from businesses, colleagues and regional agencies Key Performance Indicators (where available)</p>	<p><u>Team Working</u> ~ Assists team members through mentoring and longer term assistance, encourages and empowers others, role model for others</p>

<p>Line manager assessment 360 feedback from staff and colleagues Performance of the team</p>	<p><u>Service user/ outcome focused</u> ~ sets challenging goals for self and others and identifies opportunities and barriers and deals with them to achieve service delivery <u>Problem solving & judgment</u> ~ facilitates others to solve problems, breaks down complex issues into manageable parts and thinks through the implications of decisions <u>Planning & Organising</u> ~ Prioritises and organising work for self and others, makes plans to meet the longer term requirements of the service <u>Business Awareness</u> ~ Understands the contribution the role makes to the service and organisation as a whole, thinks outside own area to appreciate the aims of other services. <u>Leadership Standards</u> ~ demonstrates the behaviours set out in the council's leadership standards.</p>
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Equality and Diversity

We expect all employees to act professionally and to treat colleagues and the public with dignity and respect. This means setting a strong personal example of good equality and diversity practice at all times and ensuring they are sensitive to the needs and views of others and reflect this in the way they behave. Managers have additional responsibilities of managing others effectively by recognising and valuing each team member as an individual and always challenging inappropriate language and behaviour.

Health and Safety

We all have a responsibility to work within health and safety legislation, associated codes of practice, North Somerset Council's policies and procedures and our local safe systems of work and emergency arrangements.

Continuous Development

Our jobs and the way we do things evolve over time and we need to keep abreast of new technologies, legislation and methodologies for our own subject areas. We are responsible for reviewing and developing our own professional practice.